

Variation to the Course Information Document

For Academic Year 2020/21

Name of programme(s) and award type(s): <i>(such as Single Honours History with International Year)</i>	BA Marketing and Business Management BA Marketing Combined Honours
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Dear students,

As part of our commitment to continually work to improve our programmes, and in light of our plans to start next academic year with a hybrid delivery model due to the impact of Covid-19, we are confirming in this document the changes to your programme in the Academic Year 2020/21. More general information about what studying at the University will be like in 2020/21 can be found here:

<https://www.keele.ac.uk/coronavirus/operations/>

Specific planned changes

How the programme will be taught <i>(include any significant changes to the balance between on campus and digital delivery and what students can expect)</i>	<p>There will be a structured weekly programme for all modules.</p> <p>For Semester 1 all lectures will be online, rather than face to face. For some modules all tutorials will be online. These will take place in a live environment, with your tutor and other students, weekly and will require preparation. For other modules it is planned to offer a number of the tutorial sessions face to face on campus, subject to University Covid secure guidelines.</p> <p>This will be reviewed for Semester 2, in line with the University five stage operational system.</p>
Changes to placements, field courses or other practical activities <i>(where applicable)</i>	<p>Students still have the opportunity to engage with placement activities either remotely or face-to-face depending on the nature of the placement, and the requirements and / or constraints of the employer.</p>
Learning resources and any potential additional costs <i>(such as equipment requirements)</i>	<p>Learning resources will be available online and module leaders will clearly communicate where these are located. Generally, these will be on the KLE (Keele Learning Environment) or signposted from it.</p> <p>Reading lists will make extensive use of e-books and other material that is available digitally. It is assumed that students will have continuous digital access availability.</p> <p>Given an increasing level of online teaching and assessments for this programme, it would be preferable if students had access to computer equipment with a webcam and microphone. It may also be preferable for students to have adequate Wi-Fi connectivity and associated internet speeds. Students who need support in accessing</p>

	appropriate IT equipment may be eligible to apply for support from the University's hardship fund .
How the programme will be assessed <i>(a general summary of changes to assessment methods)</i>	There will be changes to some assessments to enable them to be performed and submitted digitally. In particular there will be no physical examinations in Semester 1 and these will generally be replaced by online examinations. This will be reviewed for Semester 2, in line with the University five stage operational system.
How students are supported <i>(any alternative arrangements such as communication methods, support networks etc.)</i>	Support will be provided online. Academic support will form an integral part of the tutorial structure. In addition, module and programme leaders will offer digital "office hours" every week. Personal tutors will also provide support digitally.

Updated module lists for 2020/21

BA Marketing and Business Management

Year 1 / Level 4

Compulsory modules	Module Code	Credits	Semester	Added/removed/unchanged?
Management in Context	MAN-10018	15	1	Unchanged
Marketing Principles	MAN-10019	15	1	Unchanged
Consumer Behaviour 1	MAN-10031	15	2	Unchanged
Optional modules	Module Code	Credits	Semester	
The British and Global Economy	ECO-10025	15	2	Unchanged
Quantitative Methods 1	ECO-10026	15	1	Unchanged
Quantitative Methods 2	ECO-10027	15	2	Unchanged
Introductory Microeconomics	ECO-10028	15	1	Unchanged
Academic English for Business Students Part 1	ENL-90003	15	1/2	Unchanged
Foundations of Human Resource Management	HRM-10007	15	2	Unchanged
Business Law	LAW-10027	15	1	Unchanged
Accounting Principles	MAN-10015	15	1	Unchanged
Global Business Environment	MAN-10022	15	1	Unchanged
Introduction to International Business	MAN-10023	15	2	Unchanged
Financial Accounting	MAN-10024	15	2	Unchanged
Multinational Enterprise Business Perspectives	MAN-10026	15	2	Unchanged
Managing in a changing society	MAN-10030	15	2	Unchanged

Year 2 / Level 5

Compulsory modules	Module Code	Credits	Semester	Added/removed/unchanged?
Organisational Behaviour	MAN-20055	15	1	Unchanged
Marketing Research	MAN-20059	15	2	Unchanged
Consumer Behaviour 2	MAN-20097	15	1	Unchanged
Digital and Marketing Communications	MAN-20085	15	2	Unchanged

Optional modules	Module Code	Credits	Semester	
Academic English for Business Students 1	ENL-90003	15	1/2	Unchanged
Academic English for Business Students 2	ENL-90004	15	1/2	Unchanged
Operations and Quality Management	MAN-20053	15	2	Unchanged
Corporate Governance and Social Responsibility	MAN-20082	15	2	Unchanged
Professional Development	MAN-20090	15	1	Unchanged
Social Enterprise and Alternative Organising	MAN-20093	15	2	Unchanged
Services Marketing	MAN-20069	15	1	Removed
Marketing in Society	MAN-20062	15	2	Removed

Year 3/ Level 6

Compulsory modules	Module Code	Credits	Semester	Added/removed/unchanged?
Marketing Insights-ISP	MAN-30058	15	2	Unchanged
Marketing and Globalisation	MAN-30060	15	2	Unchanged
Digital Marketing in Practice	MAN-30067	15	1	Unchanged
Optional modules	Module Code	Credits	Semester	
Academic English for Business Students 2	ENL-90004	15	2	Unchanged
Advanced Business English Communication	ENL-90005	15	1	Unchanged
Business Strategy	MAN-30048	15	1	Unchanged
Contemporary Retail Environments	MAN-30053	15	1	Unchanged
Comparative Business Cultures	MAN-30056	15	1	Unchanged
Strategic Marketing Management	MAN-30063	15	1	Unchanged
Managing Diversity-ISP	MAN-30071	15	1	Unchanged
Brands and branding	MAN-30059	15	1	Removed
SME Live Project	MAN-30072	15	1	Removed
What's wrong with Entrepreneurship?	MAN-30073	15	1	Removed

BA Marketing Combined Honours

Year 1 / Level 4

Compulsory modules	Module Code	Credits	Semester	Added/removed/unchanged?
Marketing Principles	MAN-10019	15	1	Unchanged
Consumer Behaviour 1	MAN-10031	15	2	Unchanged
Optional modules	Module Code	Credits	Semester	
The British and Global Economy	ECO-10025	15	2	Unchanged
Quantitative Methods 1	ECO-10026	15	1	Unchanged
Quantitative Methods 2	ECO-10027	15	2	Unchanged
Introductory Microeconomics	ECO-10028	15	1	Unchanged
Academic English for Business Students Part 1	ENL-90003	15	1/2	Unchanged
Business Law	LAW-10027	15	1	Unchanged

Accounting Principles	MAN-10015	15	1	Unchanged
Global Business Environment	MAN-10022	15	1	Unchanged
Introduction to International Business	MAN-10023	15	2	Unchanged
Multinational Enterprise Business Perspectives	MAN-10026	15	2	Unchanged
Management in Context	MAN-10018	15	1	Unchanged

Year 2 / Level 5

Compulsory modules	Module Code	Credits	Semester	Added/removed/unchanged?
Consumer Behaviour 2	MAN-20097	15	1	Unchanged
Digital and Marketing Communications	MAN-20085	15	2	Unchanged
Optional modules	Module Code	Credits	Semester	
Academic English for Business Students 1	ENL-90003	15	1/2	Unchanged
Academic English for Business Students 2	ENL-90004	15	1/2	Unchanged
Corporate Governance and Social Responsibility	MAN-20082	15	2	Unchanged
Social Enterprise and Alternative Organising	MAN-20093	15	2	Unchanged
Statistics with Bloomberg	ECO-20049	15	1	Unchanged
Marketing Research	MAN-20059	15	2	Unchanged
Services Marketing	MAN-20069	15	1	Removed
Marketing in Society	MAN-20062	15	2	Removed

Year 3/ Level 6

Compulsory modules	Module Code	Credits	Semester	Added/removed/unchanged?
Marketing and Globalisation	MAN-30060	15	2	Unchanged
Strategic Marketing Management	MAN-30063	15	1	Unchanged
Optional modules	Module Code	Credits	Semester	
Academic English for Business Students 2	ENL-90004	15	2	Unchanged
Advanced Business English Communication	ENL-90005	15	1	Unchanged
Marketing Insights-ISP	MAN-30058	15	2	Unchanged
Digital Marketing in Practice	MAN-30067	15	1	Unchanged
Brands and branding	MAN-30059	15	1	Removed
SME Live Project	MAN-30072	15	1	Removed

For further information on the content of modules currently offered, including the list of elective modules, please visit: <https://www.keele.ac.uk/recordsandexams/modulecatalogue/>

The module selection website can be accessed here: <https://www.keele.ac.uk/modules/>